BRIMSTONE
Realty Brokerage Inc.

Home Seller's Guide

EXPERIENCE | INTEGRITY | RESULTS

your local

REAL ESTATE EXPERTS

Real Estate With Heart

We know buying or selling a home can feel overwhelming, but it doesn't have to be. Our goal is to make the process as straightforward as possible by giving you honest advice, keeping you informed, and being there when you need us.

Whether you're buying your first home, moving up, downsizing, investing, or getting ready to sell, we're here to help you make confident decisions every step of the way.

At Brimstone Realty, we believe great service is about building relationships, not just closing deals. We treat our clients the way we'd want our own family and friends to be treated, with honesty, respect, and genuine care.

That's what Real Estate With Heart means to us, and it's the standard we bring to every client, every day.

13 steps
TO SELLING YOUR HOME

- FIND THE RIGHT AGENT
- UNDERSTANDING THE MARKET
- PRICING YOUR HOME
- HOME SELLING PROCESS
- THINGS TO DO BEFORE LISTING YOUR HOME
- STAGING & PHOTOGRAPHY
- MARKETING YOUR HOME
- WHERE DO BUYERS FIND THEIR HOME?
- SHOWINGS & OPEN HOUSES
- HOME INSPECTIONS
- HOME APPRAISAL
- CLOSING THE SALE - WHAT TO EXPECT
- FINAL STEPS FOR SELLERS

find
THE RIGHT AGENT

Choosing a real estate agent is a very important decision. You want to hire someone with experience or with an experienced team behind their back. You need to hire someone who you can trust.

Here are some common mistakes you should avoid when choosing your agent

Should you hire a real estate agent who is your friend/family?

Even though this may be convenient, and you will feel like you are helping, it can get tricky if you disagree in certain situations. You will also benefit more from someone unbiased and straightforward.

Hiring the agent who offers you the highest listing price

Red flag alert! Yes, while you might get excited about the prospect of getting $50-100,000 more for your property, be careful with agents making these promises. If you go to the market with a price that is too high, buyers might not even consider your home.

Hiring an agent who is well-known and popular

While it might seem like trusting your home sale process to someone famous and experienced is a good move, it may prove to be a mistake. How much time can that agent really dedicate to selling your home if they are that in demand?

The agent with the lowest commission

Do you get what you pay for? Yes, paying less commission sounds excellent. However, think about how much work selling a property encompasses. Can you really trust that the agent will do a diligent job if their commission is that low?

understanding
THE MARKET

To understand what you can expect from your property sale, you must familiarize yourself with what's happening in the market. You've probably been reading or hearing about the movement of property prices and mortgage interest rates.

This is not only important for understanding what your home is worth, it's ESSENTIAL for understanding what properties you'll be able to buy after you sell your current home.

You may have heard the terms "buyer's market" and "seller's market". Here's what they mean, and more importantly, what they mean for you as a seller:

Buyer's Market

A buyer's market is one in which the supply of homes exceeds demand. Since supply is greater than demand, you can expect your property to stay on the market longer, as buyers have more options available to them. If you are under time pressure to sell your home, you may have to settle for a lower price.

Seller's Market

A seller's market is one in which the supply of homes cannot keep up with the demand. This pushes prices upwards, as you may get bidding wars and multiple offers. It often means you'll be able to sell your property relatively quickly. How quickly depends on the strength of the demand in your local market.

Balanced Market

IIn a balanced market, supply equals demand, the number of homes on the market roughly equal to the number of Buyers. When a market is balanced there aren't any concrete rules guiding whether a Buyer should make an offer at the higher end of his/her range, or the lower end. Prices will be stable, and homes will sell within a reasonable period of time. Buyers will have a decent number of homes to choose from, so Sellers may encounter some competition for offers on their home, or none at all.

Mortgage Rates

Rising mortgage rates can discourage a number of potential buyers from taking out mortgage loans. Generally, most buyers will simply have to settle for lower approval amounts, meaning they'll look for more affordable housing solutions (e.g. a semi-detached instead of a detached house or look for more affordable areas).

pricing
YOUR HOME

Pricing Your Home

One of the most important decisions you'll make when selling your home is choosing the right list price. While it can be tempting to aim high, pricing your home strategically from the start gives you the best opportunity to attract qualified buyers and achieve the strongest possible result.

The true value of your home isn't determined by what you hope to sell it for or what your neighbour's house sold for—it's determined by what today's buyers are willing to pay in the current market. To establish the right list price, we'll evaluate a variety of factors, including:

- **Location**
- **Size and layout**
- **Style and features**
- **Overall condition**
- **Recent comparable sales**
- **Neighbourhood amenities**
- **Current buyer demand**
- **Market conditions and financing trends**
-

A well-priced home generates more interest, more showings, and often stronger offers. Homes that are priced too high can sit on the market longer, causing buyers to wonder if something is wrong and often leading to price reductions later.

The Benefits of Pricing Your Home Right

- **More buyer interest.** A competitive price attracts more qualified buyers and increases the number of showings.
- **A stronger first impression.** Your home receives the most attention when it first hits the market, so it's important to make that time count.
- **Better offers.** Homes priced in line with current market value are more likely to receive stronger offers and better terms.
- **Potential for multiple offers.** In the right market, strategic pricing can create competition between buyers.
- **Greater exposure.** Buyers and Realtors are more likely to include a well-priced home in their searches and showings.

Our goal is to develop a pricing strategy based on real market data, not guesswork, so your home is positioned to attract serious buyers and achieve the best possible result.

home
SELLING PROCESS

STEP ONE
consultation

STEP TWO
pricing

STEP THREE
staging/prep

STEP FOUR
photography & videography

STEP FIVE
pre-marketing

STEP SIX
going live

STEP SEVEN
showings

STEP EIGHT
offer

STEP NINE
negotiating

STEP TEN
conditions

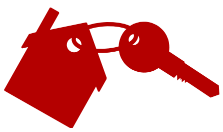
STEP ELEVEN
appraisal

STEP TWELVE
meet with lawyer

STEP THIRTEEN
final walkthrough

STEP FOURTEEN
closing

STEP FIFTEEN
last steps



things to do

BEFORE YOU LIST YOUR HOME

First impressions matter, both online and in person. For most buyers, the first showing happens through your listing photos, so high-quality, professional photography is essential. Bright, well-composed images help your home stand out online and encourage more buyers to book a showing. Once buyers arrive, they often form an opinion within the first few moments, making presentation just as important. A clean, well-staged home allows buyers to picture themselves living there, highlights your home's best features, and can help it sell faster and for a stronger price. That's why we take the time to ensure your home looks its absolute best before it goes on the market

1. Exterior

Curb appeal starts here. Make sure you have a trimmed lawn and well-proportioned shrubs. Remove garden hoses, lawn tools, the dog house and toys from the yard. Check for flatfitting roof shingles, straight lines on gutters, shutters, windows and siding, and solid caulking around frames and seams.

3. Living Room

Strive for a lived-in, cozy feeling. Discard chipped or frayed furniture. Open curtains. Furnishings throughout the house should be well placed and in good condition

5. Master Bedroom

This is one of the most appealing rooms to the buyer. Keep furnishings uncluttered and define areas (for example, sleeping, dressing and sitting) by furniture arrangement. Show the true size of closets by removing or packing items that can be stored.

2. Foyer

Its atmosphere gives a hint of what's inside. Lighting is key. For evening showings, turn on every light in the house for a welcoming glow. Make sure the house smells fresh and clean, woodwork is unmarred and carpeting spotless. A fresh coat of paint in a neutral tone is a good investment. Remove worn rugs.

4. Kitchen

Many buyers judge the house by the way the oven and stove are kept. Appliances should be spotless and in perfect working condition. Replace or repair anything (within reason) that sticks, squeaks or drips. Counters, cabinets and eating spaces should be kept uncluttered without countertop appliances.

6. Bathrooms

Practicality combines with attractiveness. Your sink, toilet, bathtub, tile and shower curtains should be immaculate. Fix leaky faucets and repair caulking and grouting.

things to do
BEFORE YOU LIST YOUR HOME

7. Garage

The perfect garage holds only cars in an uncluttered space. Sell, give away or toss unnecessary articles. Clean the cement floor. Have strong overhead lighting. Make sure any storage area is orderly and tidy.

8. Basement

Organize, hang tools on pegboards and put items on shelves. Change the furnace filter and make inspection access easy.

9. Attic

Tidy it up and light it up. Pack anything you’re going to move. Get rid of the rest. Be sure your attic fan/air vent works.

staging
& PHOTOGRAPHY

Today's buyers almost always begin their home search online, making your listing photos and virtual tour their first impression of your home. High-quality photography, virtual tours, and aerial imagery (where appropriate) help showcase your property's best features, attract more qualified buyers, and encourage more showings.

Once buyers step through the front door, presentation becomes just as important. A clean, well-prepared, and thoughtfully staged home helps buyers picture themselves living there, highlights your home's full potential, and can often lead to a faster sale and stronger offers.

Our goal is simple—to present your home at its absolute best, both online and in person, so it stands out from the competition and attracts serious buyers.

marketing
YOUR HOME

Our Marketing Strategy

Getting your home sold takes more than simply putting it on the market. A successful sale starts with a well-planned marketing strategy designed to maximize exposure, attract qualified buyers, and generate as much interest as possible from day one.

At Brimstone Realty Brokerage, we combine professional photography, strategic pricing, and targeted marketing to ensure your home stands out in today's competitive market. Your property will be promoted through MLS®, Realtor.ca, our brokerage website, social media, and many of today's leading real estate websites, while also being exposed to the REALTOR® community through cooperative marketing.

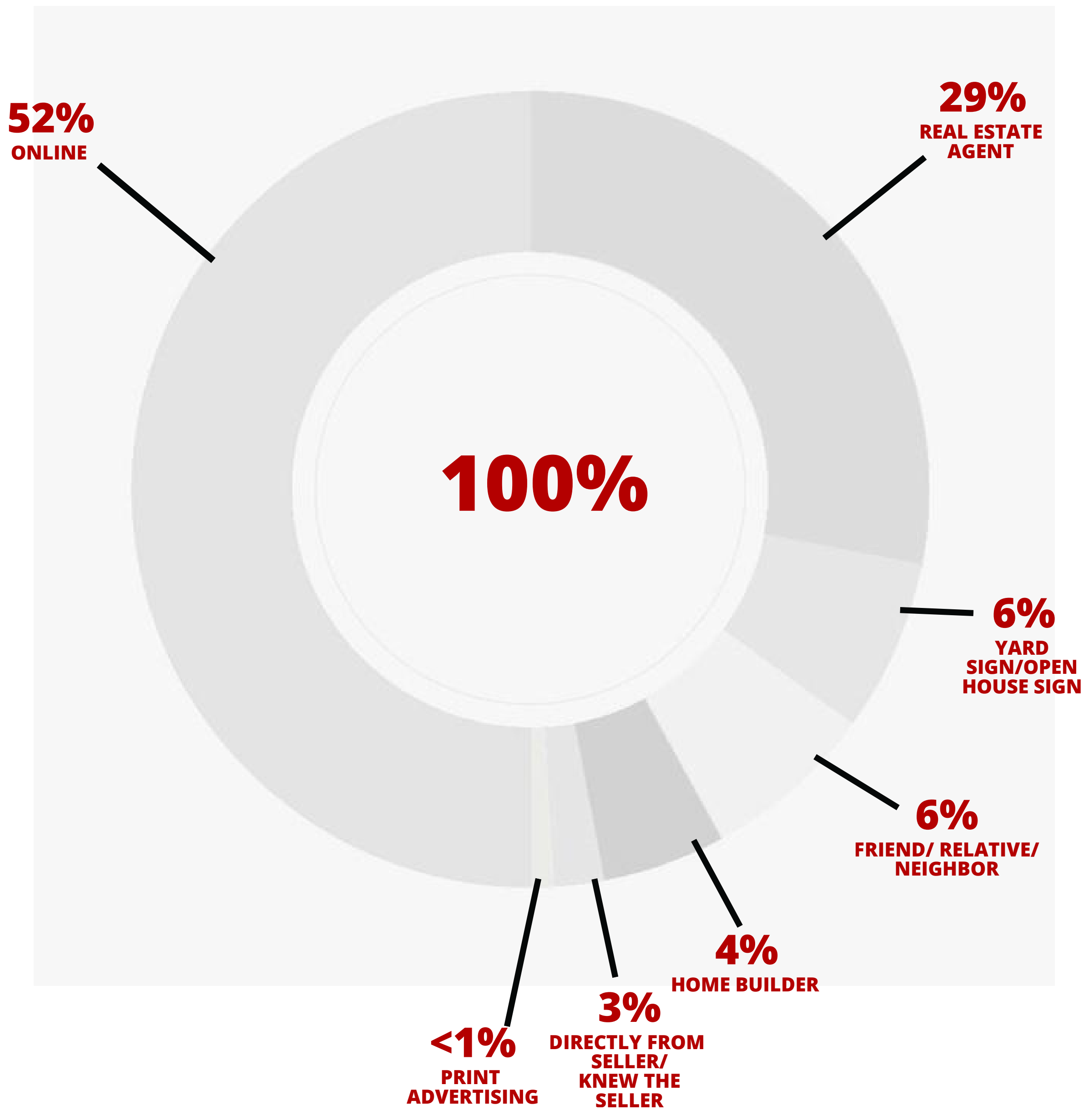
Professional signage, feature sheets, and an easy-to-use showing system help buyers and their agents access your home efficiently, while regular communication and showing feedback allow us to monitor buyer interest throughout the listing process.

The first few days on the market are often the most important. Launching with professional marketing and the right pricing strategy helps your home make a strong first impression, attract more qualified buyers, and maximize your opportunity for a successful sale.

Over 95% of buyers search for homes online
and we pledge to make sure they find yours first!

where do buyers

FIND THEIR HOME?



showings & open houses

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

home
INSPECTIONS

WHAT IS INCLUDED

Roof & Components
Exterior & Siding
Basement
Foundation
Crawlspace
Structure
Heating & Cooling
Plumbing
Electrical
Attic & Insulation
Doors
Windows & Lighting
Appliances (limited)
Attached Garages
Garage Doors
Grading & Drainage
All Stairs

FAQ

INSPECTION TIME FRAME
TYPICALLY 1-5 DAYS AFTER SIGNING CONTRACT.

COSTS
NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES
INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENOGOTIATE

BUYER CAN CANCEL CONTRACT

home
APPRAISAL

If the buyer is seeking a mortgage to purchase your home, they will likely need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

closing the sale

WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The lawyer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

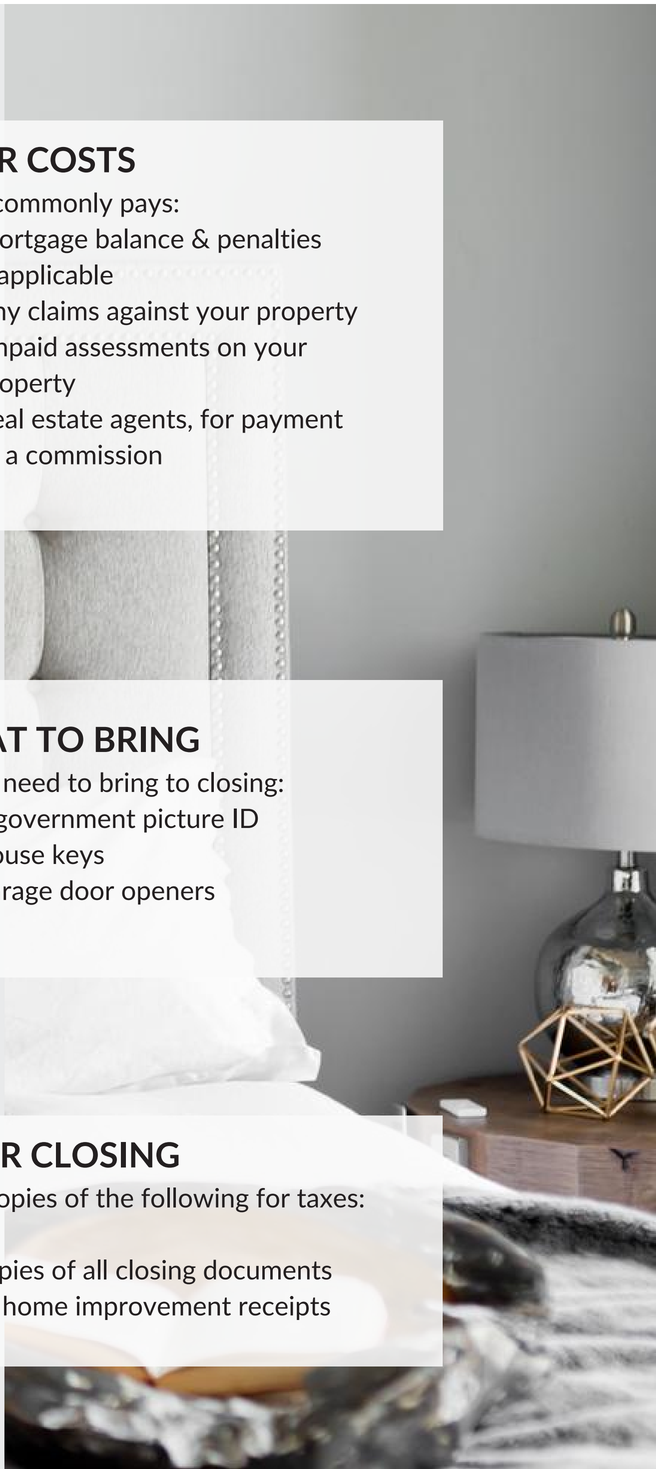
The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.



YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of a commission

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

final steps

FOR SELLERS

[redacted]

CLOSE/CHANGE ACCOUNTS

Cancel/change utilities.. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

FLOORS

Vacuum and sweep floors one more time

LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

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Real Estate with Heart: Your Trusted Path to Home Sweet Home